

SPECIAL SHOPPING NIGHT FOR SENIOR CITIZENS ENFORCES CUSTOMER CARE



THE S-LINER

Senior citizens are very special customers to K-mart.

How do you make the words "customer care" more than a company policy on paper? How do you transform words into action?

The employees of K-mart 9005, Greenville, Ohio, have found at least one way. Recently, the store, in cooperation with the local Senior Citizens Activity Center, hosted a "Senior Citizens Shopping Nite" for elderly and handicapped Greenville residents.

Although the store remained open to its regular customers, the evening was tailored to the store's special guests. In addition to lots of Blue Light Specials, friendly employees and management personnel were standing by to greet shoppers and to provide any needed special assistance. Representatives of the Senior Citizens Center were also present to sign up qualified shoppers for "Golden Buckeye Cards" - an Ohio program that provides various benefits and privileges for elderly and disabled persons.

The response was enthusiastic. Bill Bell, director of the Senior Citizens Center said that K-mart was the first store in the area to host an event of this kind. Store Manager G.E. Osepchuk added that "to us the elderly are very special customers. Many are on limited incomes and so shop K-mart because of our low discount prices. Having a special shopping night is our special way of thanking our senior citizens for shopping our K-mart!"

Apparel Manager Scott Cracraft who coordinated the arrangements with the Senior Citizens Center replied "I was very happy to see such a degree of cooperation. Not just between the store and the Senior Citizens group but also the way in which all employees and managers worked together to make this event happen. It restores one's confidence in human nature to see people get together to do something special for the elderly."